

## CURRICULUM VITAE

### LIČNE INFORMACIJE

<b>Ime</b>	Melika	
<b>Prezime</b>	Husić-Mehmedović	
<b>Rođenje</b>	31. 10. 1979., Sarajevo	
<b>Adresa</b>	Talirevića 14; Sarajevo; Bosnia and Herzegovina	
<b>Telefon</b>	+387 33 253 774	Skype: melika.husic
<b>E-mail/Web:</b>	<a href="mailto:melika.husic@efsa.unsa.ba">melika.husic@efsa.unsa.ba</a>	<a href="http://www.efsa.unsa.ba">www.efsa.unsa.ba</a>
<b>Područje interesa</b>	Ponašanje potrošača, Luksuzna potrošnja i brendiranje, Neuromarketing	

### OBRAZOVANJE

Institucija	Datumi	Obrazovanje
Ekonomski fakultet Univerziteta u Sarajevu	2007 – 2009	Doktorska disertacija “Stil života i luksuzna potrošnja”
Ekonomski fakultet Sveučilišta u Zagrebu	2003 – 2006	Master of Business Administration
Ekonomski fakultet Univerziteta u Sarajevu	1998 – 2002	Diplomirani ekonomista
Druga gimnazija, Sarajevo	1994 – 1998	Srednja škola
Finneytown High School, Cincinnati OH, USA	1995 – 1996	High school

### Poznavanje stranih jezika

Jezik	Čitanje	Govor	Pisanje
English	5	5	5
German	4	3	4

### DRUGE VJEŠTINE

VJEŠTINA	Opis
<b>Pisanje</b>	Naučno istraživanje i pisanje, priprema i implementacija međunarodnih projekata
<b>Prezentacije i treninzi</b>	Više od 16 godine iskustva u predavanjima, sa jakim verbalnim komunikacijskim i prezentacijskim vještinama, javnim nastupima i treninzima
<b>Mentorstvo i evaluacija</b>	Iskustvo u različitim evaluacijama i mentorstvima, od studenata, do istraživačkih i menadžerskih projekata i uposlenika
<b>Društvene vještine</b>	Komunikacijske vještine, organizacija, liderstvo i inicijativa, vještine prezentiranja i nastupa u medijima

### TRENTUTNA POZICIJA

<b>Institucija:</b>	Ekonomski fakultet Univerziteta u Sarajevu	
<b>Pozicija:</b>	Redovni profesor	
<b>Adresa:</b>	Trg oslobođenja – Alija Izetbegović 1	
<b>Grad:</b>	Sarajevo	Bosna i Hercegovina
<b>Tel:</b>	+387 33 253 774	<b>Fax:</b> +387 33 275 994
<b>E-mail; Web</b>	<a href="mailto:melika.husic@efsa.unsa.ba">melika.husic@efsa.unsa.ba</a> ; <a href="http://www.efsa.unsa.ba">www.efsa.unsa.ba</a>	

<b>Institucija:</b>	Centar za interdisciplinarnu studiju Univerziteta u Sarajevu	
<b>Pozicija:</b>	Direktorica	
<b>Adresa:</b>	Zmaja od Bosne 8	
<b>Grad:</b>	Sarajevo	Bosnia and Herzegovina

<b>Tel:</b>	+387 33 668 683	<b>Fax:</b> +387 33 668 685
<b>E-mail; Web</b>	<a href="mailto:melika.husic@efsa.unsa.ba">melika.husic@efsa.unsa.ba</a> ; <a href="http://www.cis.unsa.ba">www.cis.unsa.ba</a>	

### ***RANIJA ZAPOSLENJA***

<b>Institucija</b>	<b>Datum</b>	<b>Pozicija</b>
Ekonomski fakultet Univerziteta u Sarajevu	2009-2018	Docent, Vanredni profesor
Ekonomski fakultet Univerziteta u Sarajevu	2009 – 2012	Prodekan za nastavu
Ekonomski fakultet Univerziteta u Sarajevu	2002 – 2009	Asistent
Ekonomski fakultet Univerziteta u Sarajevu	2005 – 2008	Rukovodilac PR odjela
Nezavisna novinska agencija ONASA	2002 – 2005	Rukovodilac Marketing odjela

### ***PROFESIONALNO ISKUSTVO***

1. Promotivna strategija «Upis na Univerzitet u Sarajevu», Februar-Juli 2018.
2. Ekspertno mišljenje i analiza tržišta, Telemach d.o.o., Maj 2018.
3. Moderator Business Forum Brčko, Novembar 2017.
4. IMP3rove konsultant – IMP3rove Guide - Adopted the IMP3rove Approach to support small and medium sized enterprises in the IMP3rove Assessment following the pre-standard in Innovation Management Assessment as described in the European CEN Workshop Agreement CWA 15899 and Technical Specification TS 16555-1.
5. Seminar PR i komunikacija za People in Need, Maj 2017.
6. Strategija franchising-a, Benchvertising, Decembar 2016.
7. Workshop: Razvijanje business i marketing plana, Brčko, 2016.
8. Seminar: Razvoj i promocija marke distributera, Phenix pharma, 2016.
9. Seminar: Komunikacijske vještine u javnom sektoru, Brčko, Decembar 2015.
10. Seminar: Vještine komunikacije u prodaju, Grawe osiguranje Sarajevo, Novembar 2015.
11. Seminar: Marketing za poduzetnike, Brčko, Oktobar 2015.
12. Product launch global strategy for mobile App “Content Creator”, Maj 2015.
13. Komunikacijska strategija za brend NovaVita, PAK Centar Sarajevo, Decembar 2014.
1. PR i komunikacijska strategija, The Club Sarajevo, Novembar 2009.
2. Workshop – Odnosi s javnošću i komunikacija, The Club Sarajevo, Novembar 2009.
3. Predavanje za Delta Sigma Pi, George Washington University, April 2009.
4. Predavanja na School of Business and Public Administration, University of the District of Columbia, April 2009.
5. Predavanja Neverbalna komunikacija za TV nastup na School of Communications, George Washington University, Mart 2009.
6. Predavanja Luksuzno brendiranje i Kultura u ponašanju potrošača na Business School, George Washington University, Februar 2009.
7. Poslovna strategija, “Security Agency ALARM WEST” Juni 2008.
8. Govornik na međunarodnoj konferenciji o digitalizaciji medija, Regulatorna agencija za komunikacije, Maj 2008.
9. Poslovna strategija, “Mikrokreditna fondacija PRIZMA” Maj 2008.
10. Analiza imidža farmaceutske kompanije Bosnalijek, Mart 2008.
11. Govornik na Business Case Challenge, WUS, Mart 2008.
12. Analiza tržišta za male oglase u Bosni i Hercegovini, Innovation Medien GmbH, Decembar 2007.
13. Moderator na Maloprodajnom forumu, ICPE, Juni 2007.
14. Govornik na EFMD konferenciji, Barcelona, Spain 2007.
15. Moderator Philip Kotler seminara, Oktobar 2006.
16. Moderator na konferenciji Mystery Shopping, GMS, Septembar, 2006.
17. Istraživanje elektronskih medija za Regulatornu agenciju za komunikacije, Novembar 2004.

18. Istraživanje o doseg u elektronskih medija za Regulatornu agenciju za komunikacije, Novembar 2004.
19. Istraživanje za Bosch Zagreb, Novembar 2004.
20. Analiza TV auditorija za Regulatornu agenciju za komunikacije, Novembar 2004.
21. Istraživanje PR mogućnosti za MAC, UNDP, Maj 2004.
22. Omnibus istraživanje za Gral-Iteo, Slovenia, Larive Bosnia Decembar 2001.
23. Analiza tržišta za Larive Bosnia, 2001

### **PROJEKTI - FONDOVI**

1. Projekt menadžer ispred UNSA za COSME EEN SGA3, Granted by: Executive Agency for Small and Medium-sized EASME Enterprises: BITNET Business, Innovation and Technology Network; project number 831237 (January-December 2019) (Grant amount 127.484,00 EUR)
2. Projekt menadžer ispred UNSA za H2020-EEN-SGA (Specific Grant Agreement Enterprise Europe Network (EEN)) Call SGA3-2018:BITNET-INNOSUP-Improvement of Innovation Management Capacity of SMEs from Bosnia and Herzegovina, ID:831245 (January-December 2019) (Grant amount 12.958,00 EUR)
3. Projekt menadžer za Danube Transnational Programme na temu: Women in Business, Broj: DTP2-048-1.2., Juli 2018 – Juli 2020.
4. Ministarstvo civilnih poslova: „Funds for the preparation of the projects EU-FP7 and H2020 for 2017.“
5. Istraživač i administrator za Danube Transnational Programme project titled Excellence in research, social and technological innovation project management (Excellence-in-ReSTI), Project code: DTP1-1-450-1.2, Februar 2017 – Juli 2019.
6. Član konzorcija ispred UNSA za Horizon 2020, Call H2020-EEN-SGA2-2017-1, Improvement of Innovation Management Capacity of SMEs from Bosnia and Herzegovina (FBH) through the Enterprise Europe Network (BITNET-INNOSUP), broj projekta 771015, Mart 2017 – Februar 2019.
7. Član konzorcija ispred UNSA za EUROPEAN COMMISSION, Executive Agency for Small and Medium-sized Enterprises, COSME Programme, Topic COS-EEN-SGA2-02, Call Identifier COS-EEN-SGA2-2017-1, Type of Action COSME-EEN-SGA, Project title: Business, Innovation and Technology Network (BITNET), project number 770976, Mart 2017 – Februar 2019.
8. „Postcrisis consumption in Slovenia and Bosnia and Herzegovina: dynamics, determinants and marketing implications“; Bilateral cooperation Bosnia and Herzegovina – Slovenia, 2016. i 2017.
9. „Salesperson behavior and performance in SME sin Bosina and Herzegovina and Slovenia“; Bilateral cooperation Bosnia and Herzegovina – Slovenia, 2016. i 2017.
10. Ministry of Civil Affairs: „Funds for the preparation of the projects EU-FP7 for 2015.“
11. Aplikacije za Horizon 2020 u 2015.
12. Influence of the Economic Crisis on the Study Major Selection and Further Education, Federalno ministarstvo obrazovanja, Decembar 2011.
13. Social Class and Luxury Consumption; Federalno ministarstvo obrazovanja, Februar 2008.
14. Survey on TV Viewership, Wealth, Consumption, and Standard of Living, School of Economics and Business in Sarajevo, Fond NIR, 2007.
15. Analyses of web sites' companies in Bosnia and Herzegovina, School of Economics and Business, in Sarajevo, Fond NIR, July 2005.
16. Analyses of sponsorship activities in BH companies, School of Economics and Business in Sarajevo, Fond NIR, July 2005.
17. “Strategy of marketing and promotion of Sarajevo as a part of successful realization of Canton Sarajevo development till 2015.” Kantonalno ministarstvo nauke i obrazovanja, 2004.

### **OSTALE BITNE INFORMACIJE**

#### *Članstvo u profesionalnim organizacijama*

1. International Advertising Association

2. European Marketing Academy
3. Član Ekonomskog sektora Akademije nauka i umjetnosti BiH, od 2017.
4. Vijeće za nauku BiH, 2010-2015
5. Predavač na George Washington University, US State Department scholarship, Junior Faculty Development Program, Januar 2009 – Maj 2009
6. Koordinator za ekonomsko-socijalne aspekte digitalizacije TV sistema, Regulatorna agencija za komunikacije, 2007-2009

#### *Nagrade i priznanja*

1. InterAd 2008, 5<sup>th</sup> place in Europe, International advertising campaign competition, client Unilever, brand AXE, mentor
2. European Union Police Mission 2007, 1<sup>st</sup> prize for the best student project „choose life, not drugs“, mentor
3. InterAd 2007, 3<sup>rd</sup> place in Europe, International advertising campaign competition, client UN, Millennium Goals, mentor
4. InterAd 2006, 3<sup>rd</sup> place in Europe, International advertising campaign competition, client UNEP (United Nations Environment Program), mentor
5. Award for the Creative Team of the Year 2006

#### *Druga profesionalna edukacija*

1. IMP3rove - Innovation Management Assessment seminar, 2017.
2. Horizon 2020 Workshop, Technical Assistance on Project Preparation, Sarajevo, Novembar 2014.
3. Educative Program on implementing EU grants, technical regulations and international export standards, SERDA Sarajevo, Novembar 2014.
4. Training the trainers “Communication and Presentation skills”, Maj 2014.
5. Educative Program on writing and managing EU grants, SERDA Sarajevo, April 2014.
6. Educative Program in the field of Public Relations, Pro.PR Conference Sarajevo, Mart 2014.
7. Case teaching/writing workshop HBS method, Ekonomski fakultet u Sarajevu, 2012.
8. Kent Monroe seminar on pricing, School of Economics and Business in Sarajevo, 2011.
9. Philip Kotler seminar on branding, School of Economics and Business in Sarajevo, 2006.
10. Faculty Development Initiative Workshop, University of Alberta and School of Economics and Business in Sarajevo, Juni 2005.
11. International Management Teachers Academy, Bled, Slovenia, Juni 2005.
12. E-business and e-government, University in Reykjavik, Iceland, Septembar 2004.
13. London School for Public Relations, III generation, Specialist for PR in BH, Februar 2003.
14. Media Plan Institute, School for Media Management, Juni 2002.
15. International Summer School, Wirtschaftsuniversitat in Vienna, Austria, August 2001.
16. Seminar in strategic management: Creative Leadership Training, Pro Systems International/Colorado Technical University, April 2001.
17. Case study competition, BH Business Challenge, WUS (World University Service) Austria, Novembar 2000.

#### *Organizacija međunarodnih kongresa i skupova*

1. Član Programskog odbora Šeste međunarodne konferencije Ekonomskog fakultet u Sarajevu ICES 2010, Sarajevo, oktobar 2012.
2. Član Programskog odbora Pete međunarodne konferencije Ekonomskog fakultet u Sarajevu ICES 2010, Sarajevo, oktobar 2010.
3. Član Organizacijskog odbora Četvrte međunarodne konferencije Ekonomskog fakultet u Sarajevu ICES 2008, Sarajevo, oktobar 2008.
4. Član Organizacijskog odbora Treće međunarodne konferencije Ekonomskog fakultet u Sarajevu ICES 2006, Sarajevo, oktobar 2006.
5. Član Organizacionog komiteta za Drugu međunarodnu konferenciju na Ekonomskom fakultetu u Sarajevu ICES 2003, Sarajevo, Septembar 2003.

6. Član žirija "Balkans Case Challenge – Business Case Competition", WUS Austria, Sarajevo Office, Sarajevo, decembar 2002. Godina
7. Organizacioni komitet za Generalnu skupštinu medija, održanu u Sarajevu u septembru 2000. godine

#### *Mentorstvo*

##### Doktorske teze:

1. Senka Šekularac, PhD: "Strateški efekti tržišnog pozicioniranja na konkurentnost morskih luka", Ekonomski fakultet Univerzitet "Džemal Bijedić", mentor, 2015.
2. Amra Čaušević, PhD.: "Analiza utjecaja Sarajevo Film Festivala na turističku percepciju grada Sarajeva", Ekonomski fakultet Univerziteta u Sarajevu, Predsjednik komisije, 2017.
3. Cornelis G.W. Caspers, MSc.: „The Role of Trust and Time Orientation in Establishing Consumer Social Responsible Behavior in the Water Sector”, Predsjednik komisije, exp. 2020.
4. Denis Berberović, MSc.: "Consumer Identity Construction in Marketing: Understanding Symbolic Consumption of the Diaspora Market Segment", School of Economics and Business, University of Sarajevo, Član komisije, 2018.
5. Anida Krajina, MSc.: "Interpretation of online consumer behaviour from the consumer neuroscience perspective- cross generational study", Masaryk University, Faculty of Economics and Administration, Član komisije, 2018.

##### Master teze:

1. Rijad Ečo, MA: „Imidž države porijekla, potrošački etnocentrizam i animozitet kao determinante percipiranog kvaliteta proizvoda i usluga kod bh. potrošača“, University of Sarajevo, 2018.
2. Ismir Pleh, MA: „Uticaj povjerenja, percipiranog rizika i sigurnosti na impulsivno ponašanje BH potrošača u online okruženju“
3. Merima Habul, MA: „Analiza povezanosti učešća bh. potrošača u online brend zajednicama i njihove lojalnosti brendu“, University of Sarajevo, 2018.
4. Nejla Manov, MSc: "Corporate Image In Higher Education: the Case of the School of Economics and Business, University Of Sarajevo", University of Ljubljana and University of Sarajevo, 2017.
5. Maja Šenk, MA: "Utjecaj novih medija na kupovne odluke generacije Z", University of Sarajevo, 2017.
6. Elvin Kukuljac, MA: "Analiza print oglasa putem eye-tracking metode– primjer kompanije Lactalis" University of Sarajevo, 2017.
7. Senad Kadić, MA: "Influence of e-WOM on purchase decisions", School of Economics and Business in Sarajevo, University of Sarajevo, 2016.
8. Franjo Buntić, MA: "Students' satisfaction at the private higher education institutions", School of Economics and Business in Sarajevo and School of Economics, University "Džemal Bijedić", Sarajevo, 2016.
9. Alma Krilić-Hrapović, MA: „Consumer satisfaction analysis in the health sector“, School of Economics and Business, University of Sarajevo, 2015.
10. Almedina Aganović, MA: „Influence of internal factors on the impulsive consumption“, School of Economics and Business, University of Sarajevo, 2015.
11. Haris Ljubunčić, MA: „Razvoj turizma u Srednjobosanskom kantonu“, Ekonomski fakultet u Sarajevu i Ekonomski fakultet Univerzitet "Džemal Bijedić", Mostar, 2015.
12. Admir Sačić, MA: "Utjecaj novih medija na tradicionalne medije", Ekonomski fakultet u Sarajevu, 2014.
13. Boris Bukovac, MA: "Stavovi potrošača prema trgovačkoj marki", Ekonomski fakultet u Sarajevu i Ekonomski fakultet Univerzitet "Džemal Bijedić", Mostar, 2014.

14. Amel Džih, MA: „Unapređenje odnosa sa kupcima primjenom Facebook marketinga“, Ekonomski fakultet u Sarajevu i Ekonomski fakultet Univerzitet “Džemal Bijedić”, Mostar, 2013.
15. Alma Krdžalić, MA: „Pregovaračke vještine kao alat prodaje u farmaceutskoj industriji“, School of Economics and Business in Sarajevo, 2013.
16. Adnan Kapidžić, MA: „Stavovi studenata i javnosti o kvaliteti sistema visokog obrazovanja“, School of Economics and Business in Sarajevo, 2013.
17. Enis Eminović, MA, „The impact of the country's image on attracting foreign direct investment: the case of Bosnia and Herzegovina“, School of Economics and Business in Sarajevo and Faculty of Economics in Ljubljana, 2013.
18. Edina Trnka, MA, “Etička pitanja djeteta kao potrošača”, Ekonomski fakultet u Sarajevu, 2012.
19. MSc Lejla Šurković, “Importance and role of the image and emotional branding in successful brand development”, School of Economics and Business in Sarajevo, 2012.
20. MSc Mešić Adis, “Sports marketing challenges in Bosnia and Herzegovina – Marketing plan of the soccer club Sarajevo”, School of Economics and Business in Sarajevo, 2011.

## BIBLIOGRAFIJA

### UNIVERZITETSKE KNJIGE I POGLAVLJA U KNJIGAMA

1. Husić-Mehmedović M. (2018) *Marketing luksuznih i modnih proizvoda*, Ekonomski fakultet u Sarajevu, ISBN 978-9958-25-131-3
2. Husić-Mehmedović M., Pavičić J., Gnjidić V., Drašković N. (2016) *Osnove strateškog marketinga – dopunjeno i izmijenjeno BH izdanje*, Ekonomski fakultet u Sarajevu, ISBN 978-9958-25-118-4
3. Husić-Mehmedović M., Kukić S. and Čičić M. (2012) *Consumer Behavior* (in English), Ekonomski fakultet u Sarajevu, ISBN 978-9958-25-068-2
4. Group of authors (2012) chapter in *Principles of Marketing*, Babić-Hodović V., Domazet A., and Kurtović E. Editors, Ekonomski fakultet u Sarajevu, ISBN 978-9958-25-067-5
5. Husić-Mehmedović M., Ostapenko N. and Čičić M. (2011) chapter „Luxury Consumption in Emerging Markets“ in *The Changing Nature of Doing Business in Transition Economies*, Marinov M. and Marinova S., editors, Palgrave MacMillan, UK, ISBN Nr. 978-0-230-51617-5, pp. 68-86
6. Husić-Mehmedović M. and Čičić M. (2011) chapter “Social Stratification in a Post-socialist Country“ in *International Consumer Behavior: A Mosaic of Eclectic Perspectives- Handbook on International Consumer Behavior*, Kaufmann, H.R., Editor, Access. UK, ISBN Nr. 978-0-9562471-3-1
7. Čičić M., Husić M. and Kukić S. (2009) *Ponašanje potrošača*, Ekonomski fakultet Sveučilišta u Mostaru, ISBN 978-9958-690-54-9
8. Group of authors (2006) chapter in *Principles of Marketing*, Tihi B., Čičić M. and Brkić N., Editors, Ekonomski fakultet u Sarajevu, March 2006, ISBN 9958-605-76-7
9. Čičić M., Brkić N. and Husić M. (2005) chapter “The Prevent Group Investments in Bosnia and Herzegovina”, pp. 309-318 in *Medium-Sized Firms and Economic Growth*, New York: Nova Science Publishers, USA, Prasnika, J., Editor, ISBN: 1-59454-253-8
10. Brkić N. and Husić M. (2005) *Etički kodeksi i standardi profesionalnog ponašanja u marketingu i odnosima s javnošću*, editors, Ekonomski fakultet u Sarajevu and Login Public Sarajevo, ISBN 9958-605-63-5
11. Brkić N. and Husić M. (2004) chapter “Public Relations in Bosnia and Herzegovina”, pp. 55-69 in *Public Relations and Communication Management in Europe: A Nation-by-Nation Introduction to Public Relations Theory and Practice*, B. van Ruler, D. Verčić, Editors Mouton De Gruyter, Berlin/New York, ISBN 3-11-017611-4 hb i 3-11-017612-2 pb
12. Brkić N. and Husić M. Editors (2003) *Case studies collection in Marketing Communications*, Ekonomski fakultet u Sarajevu

### NAUČNI RADOVI U INDEKSIRANIM ČASOPISIMA<sup>1</sup>

1. Šekularac-Ivošević, S., Husić-Mehmedović, M., & Twrđy, E. (2019). Repositioning Strategy in the Maritime Port Business: A Case Study from Montenegro, Port of Adria. *Promet-Traffic&Transportation*, 31(1), 75-87. ([SSCI Journal Article](#))
2. Husić-Mehmedović, M., Omeragić, I., Batagelj, Z., Kolar, T. (2017) Seeing is not necessarily liking: Advancing research on package design with eye-tracking. *Journal of Business Research*, Vol. 80, pp. 145-154, <http://dx.doi.org/10.1016/j.jbusres.2017.04.019> ([SSCI Journal Article](#))
3. Husic-Mehmedovic, M., Arslanagic-Kalajdzic, M., Kadic-Maglajlic, S., Vajnberger, Z. (2017) Live. Eat. Love: Life equilibrium as a driver of organic food purchase. *British Food Journal*, Vol 119(7), ([SSCI Journal Article](#)), <https://doi.org/10.1108/BFJ-07-2016-0343>
4. Hassan S., Husić-Mehmedović M., Duverger P. (2015) Retaining the Allure of Luxury Brands during an Economic Downturn: Can brand globalness influence consumer perception?, *Journal of Fashion Marketing and Management*, Vol. 19 (4), p. 416-429, ISSN: 1361-2026, DOI <http://dx.doi.org/10.1108/JFMM-03-2015-0030>
5. Husić-Mehmedović M., Agić E. (2015) Regional Approach to Luxury Market Segmentation:

<sup>1</sup> Na dan 26. 5. 2018. prema Google Scholar ukupno 456 citata

- The Case of Western Balkans, *International Journal of Management Science and Business Administration*, Vol 1(5), p 7-20, ISSN 1849-5419 (Print), ISSN 1849-5664 (Online)
6. Husić-Mehmedović M., Čičić M. and Agić E. (2015) Regional Lifestyle Segmentation in Western Balkans, *South East European Journal of Economics and Business*, Vol 9(2), p 46-53, DOI: 10.2478/jeb-2014-0007
  7. Šekularac-Ivošević S. and Husić-Mehmedović M. (2014) Marketinški trendovi u pomorskom transport i lukama, *Zbornik radova Ekonomski fakultet Univerzitet "Džemal Bijedić"*, ISSN: 1512-7613, Br. 20, p 23-47
  8. Sirgy, M. Joseph, Eda Gurel-Atay, Dave Webb, Muris Cicic, Melika Husic-Mehmedovic, Ahmet Ekici, Andreas Herrmann, Ibrahim Hegazy, Dong-Jin Lee, and J. S. Johar (2013) Is materialism all that bad? Effects on satisfaction with material life, life satisfaction, and economic motivation. *Social indicators research* Vol. 110(1), pp 349-366, DOI 10.1007/s11205-011-9934-2 ([SSCI Journal Article](#))
  9. Sirgy M.J., Gurel-Atay E., Webb D., Čičić M., Husić M., Ekici A., Herrmann A., Hegazy I., Lee D.J., Johar J.S., (2012) Linking Advertising, Materialism, and Life Satisfaction, *Social Indicators Research*, ISSN: 0303-8300, 107:79–101, DOI 10.1007/s11205-011-9829-2 ([SSCI Journal Article](#))
  10. Husić-Mehmedović M., Kadić-Maglajlić S. and Arslanagić M. (2011) The influence of the recession on major selection for undergraduate study programme, *African Journal of Business Management*, Vol. 5(22), ISSN 1993-8233, p 8990-8996 ([SSCI Journal Article](#))
  11. Husić-Mehmedović M., Kadić S., Arslanagić M. and Ljevaković, M. (2011) Trendovi životnog stila na primjeru organske hrane (eng: Lifestyle trends, case of organic food). *Sarajevo Business and Economics Review*, ISSN 1986-5473, Vol. 31, p 129-148.
  12. Gurel-Atay E., Sirgy J., Husić M. and Čičić M. (2010) Influence of Materialism on Life Satisfaction. *Tržište/Market*, ISSN:0353-4790, Vol. 22 Issue 2, p 151-166, 16 p
  13. Husić M. and Čičić M. (2009) Luxury consumption factors, *Journal of Fashion Marketing and Management*, Vol. 13 No. 2, p 231 – 245, ISSN: 1361-2026
  14. Čičić M., Husić M. and Kadić S. (2008) Political Marketing and Voting Decision Process. *International Journal of Management Cases*, Special Issue from 5th CIRCLE Conference, University of Nicosia, Cyprus, March 2008, ISSN 1741-6264, 10 (3), p 43 – 63.
  15. Husić M. and Kubinska E. (2005) Primjena AHP metode prilikom izbora najboljeg univerzitetskog profesora, *Zbornik radova Ekonomskog fakulteta u Sarajevu*, p 345-363

#### *NAUČNI RADOVI U ZBORNICIMA (KONFERENCIJE, SIMPOZIJUMI)*

1. Kadić-Maglajlić, S., Arslanagić-Kalajdžić, M., Vajnberger, Z. (2017) The Role of Equilibrium in Organic Food Purchase. *ToSEE - Tourism in Southern and Eastern Europe*, 4th International Scientific Conference, *Tourism and Creative Industries: Trends and Challenges*, 4 - 6 May 2017, Opatija, Croatia
2. Manov N., Husić-Mehmedović M. (2016) The Role of Corporate Image in Higher Education, *Third International Conference "The Partnership of Government, Business and Higher Education Institutions in Fostering Economic Development"*, 10-12 November, Faculty of Economics Brcko, University of East Sarajevo, ISBN tbc
3. Misimović N., Husić-Mehmedović M. (2016) Counterfeit Luxury Market in Bosnia and Herzegovina, 8<sup>th</sup> International Conference ICES 2016, organized by School of Economics and Business in Sarajevo, Bosnia and Herzegovina. *Book of Abstracts* ISBN tbc
4. Bučo N., Husić-Mehmedović M. (2016) Category Captains in Bosnia and Herzegovina, 8<sup>th</sup> International Conference ICES 2016, organized by School of Economics and Business in Sarajevo, Bosnia and Herzegovina. *Book of Abstracts* ISBN tbc
5. Husić-Mehmedović M., Koštrebić K., Ahlin Č. (2016) Upgrading Traditional Packaging Research with Eye-Tracking Method - The Case of Beer Category Packaging, 7th EMAC Regional Conference, School of Economics and Business in Sarajevo, Bosnia and Herzegovina, ISBN 978-9958-25-122-1, pp. 71-72
6. Ekici A., Webb D., Lee DJ, Gurel-Atay E., Hegazy I., Johar JS, Sirgy J., Husic M. and Cicic M. (2014) What Motivates People to Be Materialistic? Developing a Measure of Instrumental-Terminal Materialism, in *NA- Advances in Consumer Research Volume 42*, eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research, Pages: 502-503



7. Husić-Mehmedović M. and Agić E. (2014) Regional Approach to Luxury Market Segmentation: The Case of South East European Countries, at the 7<sup>th</sup> International Conference ICES 2014, organized by School of Economics and Business in Sarajevo, Bosnia and Herzegovina. Book of Abstracts ISBN tbc
8. Kadić-Maglajlić S., Husić-Mehmedović M., Arslanagić M., Marković S. and Raspor S. (2012) Application of a Modified Dineserv Methodology in Bosnia and Herzegovina; at the EMAC 2012 Conference, , ISCTE Business School, Lisbon, Portugal, May 22-25, ISBN: 978-989-732-004-0, abstract pp. 411
9. Husić-Mehmedović M., Arslanagić M. and Kadić S. (2011) Impact of Reference Groups on the Decision-Making Process in Buying a First Real Estate Property; at the 2nd EMAC Regional Conference, A.I. CUZA University (AICU) of Iași - Romania, 21-23 September, 2011, ISBN 978-973-640-681-2, pp. 128-134
10. Husić M., Arslanagić M., Kadić. S. Čičić M. (2011) Decision making in real estate purchase the case of Bosnia and Herzegovina; at the 9<sup>th</sup> International Conference: Challenges of Europe: Growth and Competitiveness – Reversing the Trends, organized by Faculty of Economics Split; from 25-28 April 2011, Bol, Brač, Hrvatska
11. Husić M., Kadić S., Arslanagić M. and Poprženović A. (2011) Choosing the Undergraduate Program in the Economic Downturn; at the 5th International Scientific Conference Entrepreneurship and Macroeconomic Management: Reflections on the World in Turnover, organized by The Department of Economics and Tourism “Dr. Mijo Mirković“, March 24-26, 2011 in Pula, Croatia.
12. Husić M. and Ostapenko N. (2010) Celebrating Recession in Style: The Mainstreaming of Attitudes toward Luxury Consumption in the Balkans and European Russia, Oxford Business and Economics Conference, June 28-30, 2010, Oxford, Great Britain, ISBN: 978-0-9742114-1-9
13. Husić M., Kadić S. and Ninić B. (2010) Fashion Brands and Soccer Fans, at the 5th International Conference An Enterprise Odyssey: From Crisis to Prosperity – Challenges for Government and Business, May 26-29, 2010, Opatija, Croatia
14. Husić M., Kadić S. and Arslanagić M. (2010) Tourists’ Satisfaction with Croatia as a Holiday Destination, at the 20th Biennial International Congress Tourism & Hospitality Industry, organized by Faculty of Tourism and Hospitality Management in Opatija, May 06-08, 2010, Opatija, Croatia, Book of Abstracts (pp. 48) + CD (pp. 360-372), ISBN 978-953-6198-78-8.
15. Čičić M. and Husić M. (2009) Lifestyle Identification and Segmentation: And Implications for Regional Cooperation and Prosperity, 34th Annual Macromarketing Seminar, ISBN 0-9795440-9-2, June 3-7, 2009, Kristiansand, Norway
16. Čičić M., Husić M. and Kadić S. (2008) Political Marketing Campaign for Young Voters, at the 4<sup>th</sup> International Conference ICES 2008, organized by School of Economics and Business in Sarajevo, October 9-10, 2008, Sarajevo, Bosnia and Herzegovina. Book of Abstracts ISBN 978-9958-25-015-6
17. Vajzović E., Mušović J., Husić M. and Namgalija S. (2008) Uvođenje digitalnog emitovanja TV programa u BiH, VII International Symposium on Telecommunications „BIHTEL 2008“, November 3-5, 2008, Sarajevo
18. Atal E.G., Sirgy J., Čičić M. and Husić M. (2008) Extending the Research in Relation to Materialism and Life Satisfaction, ACR North American Conference, October 23 - 26, 2008, San Francisco, CA, USA
19. Čičić, M., Brkić, N., Agić, E., Husić, M. and Berberović, D. (2007) Desirable Outcomes of Graduate Marketing Education: Managers’ Point of View, 7<sup>th</sup> International Conference “Enterprise in Transition”, May 24-26, 2007, Split, Croatia
20. Brkić N., Husić M. and Kadić S. (2006) Origins of PR Practice and Research in Bosnia and Herzegovina – Case of the School of Economics and Business in Sarajevo, at the International Conference Public Relations – The Art of Effective Communication in Theory and Practice, organized by The Karol Ademiecki University of Economics in Katowice, Poland, September 2006. Book of abstracts ISBN 978-83-7246-806-2
21. Čičić M., Brkić N., Husić M. and Mešić A. (2006) Sponsorship as Marketing Instrument in BH Companies, 3rd International Conference ICES 2006, organized by School of Economics and Business in Sarajevo, October 11-13, 2006, Sarajevo, Bosnia and Herzegovina
22. Brkić N., Husić M. and Hromadžić H. (2006) Use of Ethical Behavior Codes and Professional

- Standard sin Internet Advertising: Case of Hotel Industry in Bosnia and Herzegovina, 18th Biennial International Congress „Tourism and Hospitality Industry 2006“, May 03-05, 2006, Opatija, Hrvatska, Proceedings, pp. 59
23. Čičić M., Brkić N., Agić E. and Husić M. (2005) Marketing Education: Companies' Needs and Students' Motivation, 6<sup>th</sup> International Conference “Enterprise in Transition”, May 26-28, 2005, Bol, Island Brač, Croatia, Proceedings, pp. 15-18.
  24. Čičić M., Brkić N., Husić M. and Agić E. (2005) The Role of Nationalism in Consumer Ethnocentrism and Animosity in the Post-War Country, 34<sup>th</sup> EMAC - European Marketing Academy Conference 2005, University of Bocconi, Milan, Italy, May 24-27, 2005, Proceedings, pp. 86. and CD
  25. Čičić M., Brkić N. and Husić M. (2004) Tourist Services Quality Delivery Through Internet: Case of Tourist Associations in Bosnia and Herzegovina, 17<sup>th</sup> Biennial International Congress “Tourism and Hospitality Industry 2004: New Trends in Tourism and Hospitality Management”, April 14-16, 2004, Opatija, Hrvatska, Proceedings, pp. 603-626
  26. Čičić M., Brkić N. and Husić M. (2003) Slučaj preduzeća Prevent d.o.o. Sarajevo: Slovenačka investicija koja je zaposlila preko 1000 radnika u Bosni i Hercegovini, 5. Slovenačka poslovna konferencija, Srednja podjetja in gospodarska rast, Časnik Finance d.o.o., Ljubljana 2003, pp. 497
  27. Čičić M., Brkić N. and Husić M. (2003) Promotivna strategija elektronskih medijskih organizacija: slučaj elektronskih medija u Bosni i Hercegovini, 5. Međunarodna konferencija “Enterprise in Transition”, Faculty of Economics in Split, Tučepi, Croatia, May 2003, pp. 370

#### *STRUČNI RADOVI I INTERVJUI U ČASOPISIMA*

1. Stručni intervjui u brojnim domaćim i međunarodnim medijima, uključujući CNN, ABC, Slobodna Evropa, Nova TV, te sve domaće printane i elektronske medije.

#### *UREDNIŠTVA ČASOPISA I RECENZIJE*

1. Journal of Fashion Marketing and Management
2. Journal of Business Research
3. South East European Journal of Economics and Business
4. Market/Tržište